REMARKS

Reconsideration of the present application is respectfully requested. Claims 20, 26 and

33 have been amended. No claims have been canceled or added in this response (claims 1-11

and 19 were previously canceled). No new matter has been added.

Non-Compliant Amendment

Claims 20, 26 and 33 have been amended to correct the non-compliant amendment

presented in the response to previous office action mailed on 11/14/2005 (hereinafter "previous

response"). As a result, all claims are believed in good condition for examination.

For the Examiner's convenience, Applicant hereby resubmits arguments set forth in the

previous response as below:

Claim Rejections

Claims 12-18, 20, 22-31, 33-47 stand rejected under 35 U.S.C. § 103(a) based on Etesse

et al (USPDPUB 2004/0030781) (hereinafter "Etesse") in view of Angles et al (US 6385592)

(hereinafter "Angles"). Applicant respectfully traverses the rejections.

The present invention relates to a technique that enables a user to access related

operations for a data element in a web page, without requiring the related operations to be

manually determined and coded in advance. For example, claim 38 recites:

> 38.   A method of processing a web page comprising:
> **automatically classifying a data element in the web page as being of a
> known data type;**
> **automatically determining a related operation that can be performed
> in relation to the data element, based on the data type of which the data
> element has been classified; and**
> causing the related operation to be indicated to a user when the user
> accesses the web page, to enable the user to invoke the related operation.

(emphasis added).

Etesse and Angles do not disclose or suggest such a method, either individually or in combination.

As explained in the response to the previous office action mailed on June 21, 2005, and as admitted by the Examiner in the office action mailed on November 14, 2005, Etesse does not disclose automatically classifying ... data type, automatically determining ... classified, causing ... operation (Office Action mailed on November 14, 2005, page 8). The Examiner, however, alleges that Angles teaches these limitations. *Id.* Specifically, the Examiner claims that advertisement provider's customization in response to user's actions is equivalent to classification of data as being of a type. *Id.* Applicant respectfully disagrees.

Angles discloses a system for delivering customized electronic advertisements (Abstract). The customized advertisements are selected based on consumer profiles and are then displayed to the consumer. Customizing advertisements to a particular consumer is to determine what content to show to the consumer and what content not to show to the consumer. Thus, customization in Angles is a process of tailoring or selecting content, rather than classifying content as a data type, such as recited in claim 38. Thus, Angles does not teach or suggest classifying a data element in the web page as being of a known data type, and certainly not automatically classifying a data element.

Further more, Angles does not teach or suggest automatically determining a related operation that can be performed in relation to the data element, based on the data type of which the data element has been classified. Angles discloses that custom advertisements may contain hyper-links to other information (i.e., additional information about an advertised product or service, etc.), such that a consumer may click on a hyper-link to browse these information (see

11

column 4, lines 8-18). Thus, even assuming *arguendo* that each of these hyper-links constitutes an "operation", it must be assumed that these hyper-links are determined and coded <u>manually</u> by a developer of the advertisement provider, using the traditional method of coding such a link. Thus, Angles does not disclose or suggest that these hyper-links (or "related operations") are determined <u>automatically</u>, and certainly not <u>based on the data type of a data element,</u> since an advertisement concerns the content not the data type of the content, as explained above.

Thus, because Etesse and Angles, individually or in combination, do not teach or suggest each and every claim limitation of claim 38, claim 38 and all claims which depend on it are patentable over the cited arts.

All of the other pending independent claims include limitations similar to those discussed above and, therefore, are also not obvious based on the cited art.

Dependent Claims

In view of the above remarks, a specific discussion of the dependent claims is considered to be unnecessary. Therefore, Applicants' silence regarding any dependent claim is not to be interpreted as agreement with, or acquiescence to, the rejection of such claim or as waiving any argument regarding that claim.
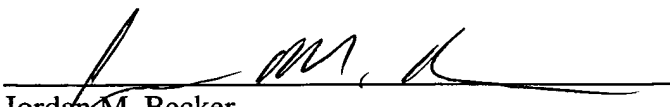
For the foregoing reasons, the present application is believed to be in condition for allowance, and such action is earnestly requested.

If any additional fee is required, please charge Deposit Account No. 02-2666.

Respectfully submitted,
BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

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